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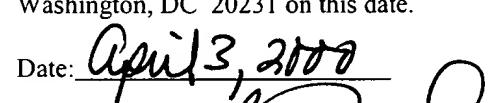
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:
Trevor Blumenau
Serial No: 09/490,495
Filed: January 25, 2000
Title: CONTENT DISPLAY
MONITOR

I hereby certify that this paper (or fee) is being deposited with the United States Postal Service as first class mail, postage prepaid, in an envelope addressed to: Assistant Commissioner for Patents, Washington, DC 20231 on this date.

Date: April 3, 2000


Trevor B. Joike
Reg. No. 25,542

POWER OF ATTORNEY AND REVOCATION OF PRIOR POWERS

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

NIELSEN MEDIA RESEARCH, INC., the assignee of record of an undivided interest in the entire worldwide, right, title and interest in and to the above-identified application as set out in the assignee's "CERTIFICATE UNDER 37 CFR §3.73(b)" filed herewith, hereby revokes all Powers of Attorney previously given in this application.

The following attorneys are hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected herewith: Alvin D. Shulman (19,412), Allen H. Gerstein (22,218), Nate F. Scarpelli (22,320), Edward M. O'Toole (22,477), Michael F. Borun (25,447), Trevor B. Joike (25,542), Carl E. Moore, Jr. (26,487), Richard H. Anderson (26,526), Patrick D. Ertel (26,877), James P. Zeller (28,491), William E. McCracken (30,195),

Richard A. Schnurr (30,890), Anthony Nimmo (30,920), Christine A. Dudzik (31,245), Jeffrey S. Sharp (31,879), Martin J. Hirsch (32,237), Richard M. La Barge (32,254), James J. Napoli (32,361), Li-Hsien Rin-Laures, M.D. (33,547), Douglass C. Hochstetler (33,710), Robert M. Gerstein (34,824), David W. Clough (36,107), Richard A. Brandon (37,051), James A. Flight (37,622), Roger A. Heppermann (37,641), David A. Gass (38,153), and Gregory C. Mayer (38,238), 6300 Sears Tower, 233 South Wacker Drive, Chicago, Illinois 60606-6402.

I have reviewed the Assignment documents, and to the best of assignee's knowledge and belief, title is in the assignee seeking to take action.

Send correspondence and direct telephone calls to:

Trevor B. Joike
Registration No. 25,542
Marshall, O'Toole, Gerstein, Murray & Borun
6300 Sears Tower
233 South Wacker Drive
Chicago, Illinois 60606-6402
telephone number (312) 474-6300.

NIELSEN MEDIA RESEARCH, INC.

By



David H. Harkness
Senior Vice President

Date: March 26, 2000



CERTIFICATE UNDER 37 CFR §3.73(b)

Applicant(s): NIELSEN MEDIA RESEARCH, INC.

Application No.: 09/490,495 Continuation of 08/707,279 Filed: January 25, 2000

For: CONTENT DISPLAY MONITOR

Nielsen Media Research, Inc., a Delaware corporation, certifies that it is the assignee of an undivided interest in the entire right, title and interest in the patent application identified above by virtue of either:

A. An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel , Frame , or a copy thereof is attached.

OR

B. A chain of title from the inventor(s) of the patent application identified above, to the current assignee as shown below:

1. From: Trevor Blumenau To: Nuweb, fictitious business name of Pacific Web, Inc.
The document was recorded in the Patent and Trademark Office at Reel 8165, Frame 0685.

2. From: Pacific Web, Inc. To: Nielsen Media Research, Inc. and Internet Profiles Corporation
The document was submitted to the Patent and Trademark Office on January 9, 2000, a copy thereof is attached.

Additional documents in the chain of title are listed on a supplemental sheet.
 Copies of assignments or other documents in the chain of title are attached.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

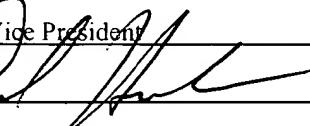
The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: March 26, 2000

Name: David H. Harkness

Title: Senior Vice President

Signature: 

PATENTS ONLY

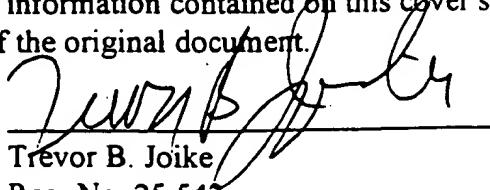
To the Honorable Commissioner of
Patents and Trademarks:
Please record the attached original
document or copy thereof.

COPY

<p>1. Name of party or parties conveying an interest: Pacific Web, Inc.</p> <p style="text-align: center;"></p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: Nielsen Media Research, Inc. Street Address: 150 N. Martingale Road City: Schaumburg State: IL Zip: 60173</p> <p>Name: Internet Profiles Corporation Street Address: 1400 Bridge Parkway, Suite 202 City: Redwood City State: CA Zip: 94065</p>
<p>3. Description of the interest conveyed:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement Execution Date: November 14, 1997</p>	<p>Other:</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/></p>	<p>If the document is being filed together with a new application, the execution date of the application is:</p>
<p>A. Patent Application no.(s): 08/707,279</p>	<p>B. Patent no.(s):</p>
<p>5. Name and address of party to whom correspondence concerning this cover sheet should be mailed: Name: Trevor B. Joike Reg. No. 25,542 MARSHALL, O'TOOLE, GERSTEIN, MURRAY & BORUN Street Address: 6300 Sears Tower 233 S. Wacker Drive City: Chicago State: Illinois Zip: 60606-6402</p>	<p>6. Number of applications and/or patents identified on this cover sheet: 1</p> <p>-----</p> <p>7. Amount of fee enclosed or authorized to be charged: \$40.00</p> <p>-----</p> <p>8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 13-2855</p>

9. To the best of my knowledge and belief, the information contained on this cover sheet is true and correct and any copy submitted is a true copy of the original document.

Date: January 6, 2000


Trevor B. Joike
Reg. No. 25,542



CERTIFICATE UNDER 37 CFR §3.73(b)

Applicant(s): Nielsen Media Research, Inc. and Internet Profiles Corporation

Application No.: 08/707,279 Filed: 9/3/96

For: Content Display Monitor

certify that they are the assignees of the entire right, title and interest in the patent application identified above by virtue of either:

A. An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel, Frame , or a copy thereof is attached.

OR

B. A chain of title from the inventor(s) of the patent application identified above, to the current assignee as shown below:

1. From: Trevor Blumenau To: Nuweb, fictitious business name of Pacific Web, Inc.

The document was recorded in the Patent and Trademark Office at Reel 8165, Frame 0685, or a copy thereof is attached.

2. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at Reel , Frame , or a copy thereof is attached.

3. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at Reel , Frame , or a copy thereof is attached.

Additional documents in the chain of title are listed on a supplemental sheet.

Copies of assignments or other documents in the chain of title are attached.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: May 1, 2001

Name: Trevor B. Joike

Title: Attorney for Nielsen Media Research, Inc.

Signature: Trevor B. Joike

Exhibit B

PATENT ASSIGNMENT

WHEREAS, Pacific Web, Inc., a California corporation, is the sole and exclusive owner, by assignment, of the following patent application and of all of the inventions disclosed and/or claimed therein:

U.S. PATENT APPLICATION

<u>Serial No.</u>	<u>Filing Date</u>	<u>Inventor(s)</u>	<u>Title</u>
08/707,279	9/3/96	Trevor Blumenau	Content Display Monitor

AND WHEREAS, NIELSEN MEDIA RESEARCH, INC., a Delaware corporation, and INTERNET PROFILES CORPORATION, a California corporation, each is desirous of acquiring an undivided interest in the entire, worldwide, right, title and interest in and to the above U.S. patent application and in and to all foreign patent applications based, in whole or in part, thereon and in and to all resultant U.S. and foreign patents" and in and to all of the inventions disclosed and/or claimed therein (hereinafter all such inventions, applications and patents being collectively referred to as the "PATENT APPLICATION");

NOW, THEREFORE, in consideration of and in exchange for the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Pacific Web, Inc. does hereby assign, convey, sell and transfer unto NIELSEN MEDIA RESEARCH, INC. and INTERNET PROFILES CORPORATION, and each of their respective successors, assigns and other legal representatives, the entire, worldwide, right, title and interest in to the PATENT APPLICATION identified hereinabove and in and to any and all continuations, continuations-in-part, divisionals, reissues, reexaminations and extensions thereof and in and to all of the inventions disclosed and/or claimed therein, the same to be held and enjoyed by NIELSEN MEDIA RESEARCH, INC. and INTERNET PROFILES CORPORATION for their own use and enjoyment and for the use and enjoyment of each of their respective successors, assigns or other legal representatives, for the entire term or terms of any domestic and/or foreign patents based on and/or resulting from the PATENT APPLICATION referred to above, including any reissues, reexaminations or extensions thereof, together with the right to sue for and collect and retain any damages and/or injunctive or other relief awarded for infringement of the domestic and/or foreign patents referred to above or of any reissues, reexaminations or extensions thereof.

Date: November 14, 1997

By: Charles Askans
Name: CHARLES ASKANS
Title: PROSPECT CEO

STATE OF _____)

COUNTY OF _____)

Before me this _____ day of November ___, 1997, appeared
_____, to me personally known, and acknowledged the signing of
the above instrument to be within his authority and to be of his own free will for
the purposes therein expressed.

Notary Public

(SEAL)

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of San Mateo

On November 14, 1997 before me, Rita A. Mac Nutt
Date

Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Charles Askanas

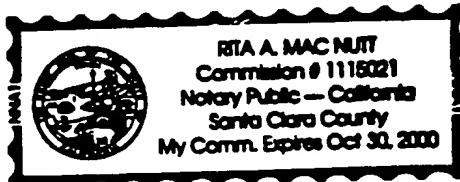
Name(s) of Signer(s)

personally known to me

proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Rita A. Mac Nutt
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Patent Assignment

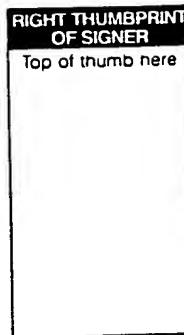
Document Date: November 14, 1997 Number of Pages: _____

Signer(s) Other Than Named Above: None

Capacity(ies) Claimed by Signer(s)

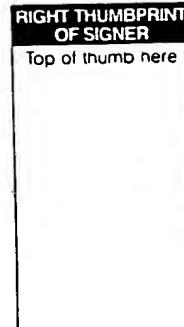
Signer's Name: Charles Askanas

Individual
 Corporate Officer
Title(s): Pres., CEO
 Partner — Limited General
 Attorney-in-Fact
 Trustee
 Guardian or Conservator
 Other: _____



Signer's Name: _____

Individual
 Corporate Officer
Title(s): _____
 Partner — Limited General
 Attorney-in-Fact
 Trustee
 Guardian or Conservator
 Other: _____



Signer Is Representing:

Pacific Web, Inc.

Signer Is Representing:

TYPE ALL INFORMATION

READ INSTRUCTIONS ON REVERSE SIDE BEFORE COMPLETING THIS FORM

A MAILING ADDRESS:

NAME Lorraine Toffes Gray Cary Ware & Freidenrich
 ADDRESS 4365 Executive Drive, Suite 1600
 CITY/STATE/ZIP San Diego, CA 92121
 DAYTIME PHONE (619) 677-1435

B PUBLISH IN:

COUNTY CLERK'S FILING STAMP

NOV 20 2154 PM '96

SIT. F. LOVE
COUNTY CLERK
DEPUTY

FICTIONAL BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS:

1. Fictitious Business Name(s)	nuWEB					
2. Principal place of business in California:	10052 Pasadena Avenue, Cupertino, California 95014			City	State	Zip code
3. Full Name of Registrant	Pacific Web			Full Name of Registrant		
Residential Address (P.O. Box not acceptable)				Residential Address (P.O. Box not acceptable)		
City	State	Zip	City	State	Zip	
(If a CORPORATION, show state of incorporation) CALIFORNIA				(If a CORPORATION, show state of incorporation)		
Full Name of Registrant				Full Name of Registrant		
Residential Address (P.O. Box not acceptable)				Residential Address (P.O. Box not acceptable)		
City	State	Zip	City	State	Zip	
(If a CORPORATION, show state of incorporation)				(If a CORPORATION, show state of incorporation)		

4A. This business is conducted by (PLEASE CHECK ONE ONLY): an individual husband & wife a general partnership a limited partnership
 corporation a business trust co-partners joint venture an unincorporated association other than a partnership
 other (please specify) _____

4B. Registrant began transacting business under the fictitious business name or names listed on (date) _____
 Registrant has not yet begun to transact business under the fictitious business name or names listed herein.

5A. REGISTRANT (other than a corporation) signs below:

Signed

Type Signature

This statement was filed with the County Clerk of Santa Clara County on date indicated by filing stamp above.

5B. If Registrant is a CORPORATION, officer signs below:

Pacific Web

Corporation Name

Signature & Title

Type: Charles Askanas, Secretary
Officer Name & Title

The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state or common law (see Section 14400 of the Business and Professional Code).

NOTICE—THIS FICTIONAL BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTIONAL BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME.

6. NEW FICTIONAL BUSINESS NAME STATEMENT

7. REFILE CURRENT FILE NO. _____

EXPIRATION DATE 11-20-2001

I HEREBY CERTIFY THAT THIS COPY IS A CORRECT COPY OF THE ORIGINAL FICTIONAL BUSINESS NAME STATEMENT ON FILE IN MY OFFICE.

STEPHEN V. LOVE COUNTY CLERK

BY John Deputy

File No. 327131

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DJC7400580

Previous Business Name Statement
File No. 327131
The following person(s) is
(are) doing business as:
NUWEB, 10062 Pasadena
Avenue, Cupertino, California
95014.

Pacific Web
This business is conducted
by a corporation.
PACIFIC WEB
S/CHARLES ASKANAS, Secy
retary

This statement was filed with
the County Clerk of Santa Clara
County on November 20, 1996.

Registrant commenced trans-
acting business under the ficti-
tious business name or names
listed herein on August 14, 1996.

New Fictitious Business Name Statement

NOTICE: THIS FICTITIOUS NAME STATEMENT EXPIRES ON 11-20-2001. A NEW FICTITIOUS BUSINESS STATEMENT MUST BE FILED PRIOR TO 11-20-2001.

The filing of this statement
does not in itself authorize the
use in this state of a Fictitious
Business Name in violation of the
rights of another under Federal,
State, or common law (See Sec-
tion 14400 et seq., Business and
Professions Code).

8JP-DJC7400580
11/27, 12/04, 12/11, 12/18